

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Previously Amended) A product storage and display container, said container comprising:

a receptacle defining a compartment adapted to house a product, the receptacle having a front and a back;

a display tag having a front face mountable to said receptacle and a slot adapted to receive a display hook for suspending the container at a product display;

an engagement element formed on one of said tag and said receptacle; and

a receiving element formed on the other of said tag and said receptacle for receiving said engagement element such that said engagement element can rotate relative to said receiving element between a first position where the tag extends away from said receptacle and said tag is disposed with its front face generally toward said front and a second position where said front face is disposed behind said back;

wherein the mating of said engagement element with said receiving element retains said display tag on said receptacle.

2. (Original) The container of claim 1 wherein said engagement element is formed on said tag and said receiving element is formed on said receptacle.

3. (Original) The container of claim 1 wherein said engagement element is formed on said receptacle and said receiving element is formed on said tag.

4. (Original) The container of claim 1 wherein said receptacle further comprises a container body and a reclosable lid, wherein said lid is adapted to engage said body and enclose said compartment.

5. (Original) The container of claim 4 wherein said engagement element is formed on said tag and said receiving element is formed on said body.

6. (Previously Amended) The container of claim 1 wherein said receiving element further comprises a hole formed through the other of said tag and said receptacle.

7. (Original) The container of claim 1 wherein said engagement element further comprises at least one hook member.

8. (Original) The container of claim 7 wherein said at least one hook member further comprise a latching protrusion extending outwardly from each hook member.

9. (Cancelled)

10. (Cancelled)

11. (Previously Amended) The container of claim 4 wherein said lid further comprises an opening.

12. (Original) The container of claim 11 wherein said lid further comprises a tab closure to close said opening.

13. (Previously Amended) The container of claim 12 wherein said tab closure further comprises a snap-lock tab.

14. (Original) The container of claim 12 wherein said tab closure further comprises a living hinge connecting said tab to said lid.

15. (Original) The container of claim 1 wherein said lid further comprises an anti-theft cover.

16. (Original) The container of claim 1 wherein said display tag further comprises an anti-theft device.

17. (Previously Amended) The container of claim 1 wherein said display tag is removably engaged with said receptacle.

18. (Previously Amended) The container of claim 1 wherein said display tag further comprises a raised annular ring spacing the tag away from the receptacle.

19. (Cancelled)

20. (Cancelled)

21. (Cancelled)

22. (Cancelled)

23. (Cancelled)

24. (Cancelled)

25. (Cancelled)

26. (Cancelled)

27. (Cancelled)

28. (Cancelled)

29. (Cancelled)

30. (Cancelled)

31. (Cancelled)

32. (Cancelled)

33. (Cancelled)

34. (Currently Amended) The container of claim 1 ~~33~~ wherein said product ~~further~~ comprises a plurality of tool bits.

35. (Cancelled)

36. (Cancelled)

37. (Cancelled)

38. (Currently Amended) The container of claim ~~37~~ 1 wherein said container further comprises a flip-top lid.

39. (Cancelled)

40. (Cancelled)

41. (Cancelled)

42. (Cancelled)

43. (Cancelled)

44. (Previously Amended) The display configuration of claim 47 wherein said

engagement element further comprises at least one hook member adapted to engage said receiving element.

45. (Original) The display configuration of claim 44 wherein said receiving element is an opening configured to receive at least one hook member.

46. (Cancelled)

47. (Previously Presented) A product storage and display container, said container comprising:

a receptacle defining a compartment adapted to house a product, the receptacle having a front and an opening for allowing access to said product;

a display tag having a front face mountable to said receptacle;

an engagement element formed on one of said tag and said receptacle said engagement element including at least one hook member having a latching protrusion extending outwardly from said at least one hook member; and

a receiving element comprising an aperture formed on the other of said tag and said receptacle for receiving said engagement element such that said engagement element can rotate relative to said receiving element between a display position where the tag extends away from said receptacle and said tag is disposed with its front face generally toward said front and a storage position where said tag is disposed behind said receptacle;

a sensor secured to said tag and a means for preventing access to said product through said opening.

48. (Previously Presented) The container of claim 47 wherein said means for preventing access includes an anti-theft cover over said opening.

49. (Previously Presented) The container of claim 48 wherein said cover is broken to allow access through said opening.

50. (Previously Presented) The container of claim 48 wherein a projection is formed

between the display tag and the receptacle to allow the display tag to freely rotate relative to the receptacle.

51. (Previously Presented) A product storage and display container, said container comprising:

- a receptacle defining a compartment adapted to house a product, the receptacle having a front and a back and an opening for allowing access to said product;

- a display tag mountable to the receptacle and having a front face and a slot for receiving a display hook for suspending the container;

- said front face including labeling information;

- an engagement element formed on one of said tag and said back, said engagement element including at least one hook member having a latching protrusion extending outwardly from said at least one hook member; and

- a receiving element comprising an aperture formed on the other of said tag and said back for receiving said engagement element such that said engagement element can rotate around an axis perpendicular to said front face relative to said receiving element between a display position where the tag extends away from said receptacle and said tag is disposed with the front face facing generally toward said front and a storage position where said tag is disposed behind said receptacle with the front face facing generally toward said back.

52. (New) The container of claim 1 wherein said tag is removably mounted to said container.